



# CREATING RETAIL PROMOTIONS

## How to use the Promotions Manager Tool

Updated 16 Nov 2015



# Contents

<b>1. OVERVIEW.....</b>	<b>3</b>
<b>2. OFFER TYPES .....</b>	<b>4</b>
Where to find Promotions Manager in My eBay .....	5
<b>3. PROMOTIONS MANAGER TOOL.....</b>	<b>6</b>
Dashboard (using v2.0) .....	6
Dashboard (using v1.0) .....	7
Sales reports .....	8
<b>4. CREATING PROMOTIONS.....</b>	<b>9</b>
Order Size Offers (using v2.0).....	10
Order Size Offers (using v1.0).....	15
Codeless Coupons .....	21
Sale Event .....	22
Accessory Discount offer .....	25
<b>PROMOTIONS ENGAGE AND CONVERT YOUR TRAFFIC .....</b>	<b>28</b>
<b>APPENDICES.....</b>	<b>30</b>
Appendix 1: Before Getting Started.....	30
Appendix 2: Best practices .....	31
Appendix 3: Important things to note.....	32
Appendix 4: Promotion Logic.....	34
Appendix 5: Computation Algorithms & Application Discounts .....	35
Appendix 6: Common Errors .....	36
Appendix 7: Frequently Asked Questions .....	37

# 1. OVERVIEW

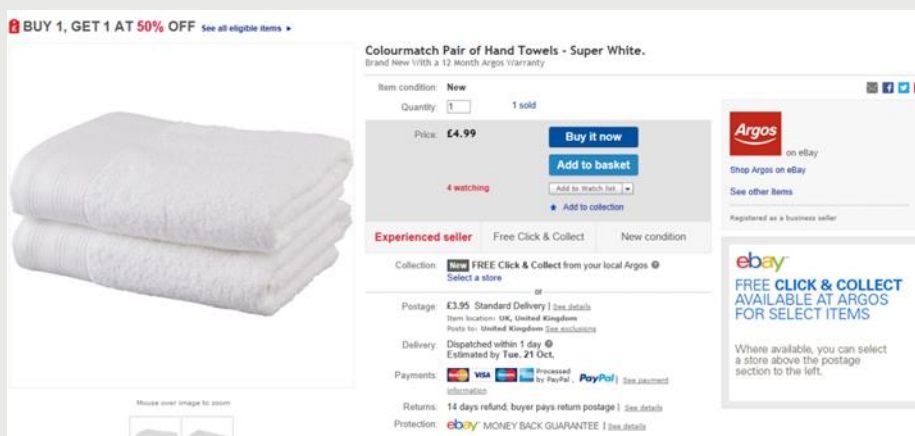
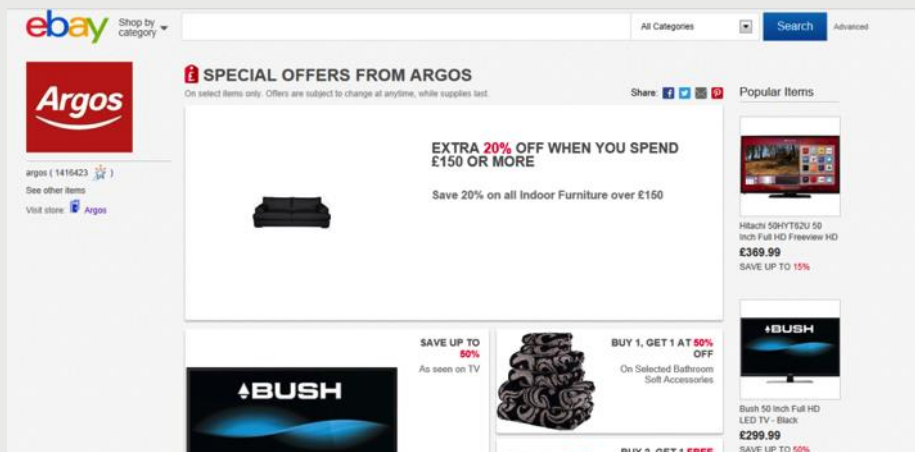
Running promotions on eBay allows you to increase order size and revenue, while your buyers enjoy great deals and savings. Creating these promotions is free and is easy to setup.

## Promotions on eBay can help you:

- Increase order size and revenue as buyers purchase more items in a transaction.
- Encourage buyers to buy more from you than other sellers.
- Gain marketing exposure by cross-selling related items on your listings.
- Lower postage costs and increase profit margins by consolidating bundled orders.

## Promotions on eBay can help buyers:

- Benefit from special savings when they add more items to their order.
- Find accessories and related items while they're shopping.
- Lower their postage costs per item when they buy more.



## 2. OFFER TYPES

There are several offer types on eBay so you should first determine what you're trying to achieve to best create your promotional strategy.

**Order Size Offer** – Best for **promoting your entire eBay Shop or a category of items, or selected set of items**. Order size offers are an easy way to promote the purchase of more than one item – or spending over a certain amount per transaction – by allowing you to offer money off, a percentage off or free items per multiple-item purchase (buy one get one free offers).

**Codeless Coupons** – Best for **engaging previous or future customers through coupons**. Codeless coupons can be sent as a link through emails to your customers. These can also be shared on leaflets, social media sites, online marketing or on your own website.. Offers don't show to buyers unless they accessed your listing via the promotional URL

**Accessory Discount** – Best for **inspiring the purchase of specific items that are often bought together**. By bundling additional items with a primary item, accessory discount offers enable you to promote individual SKUs, such as specific lenses for the camera featured within your listings. Each item can be offered at a different percentage discount, with the condition that the buyer purchases the primary item.

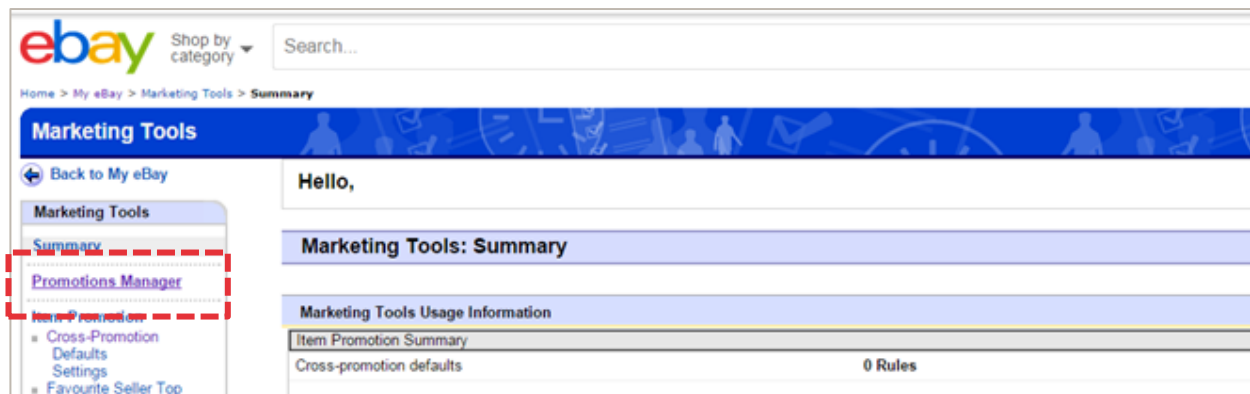
**Sale Event - Best for merchandising all your discounted items together**. If you use Markdown Manager or Strikethrough Pricing to discount your listings, you can group them together on a Sales Event page using the Promotions Manager tool. You can create multiple Sales Event offers. A page is created for each one, so it's recommended that you include items which would typically be bought together, e.g. car parts for a particular make or model.

**Important:** To qualify for a special offer, listings must:

- Offer PayPal as one of the payment options.
- Include a Buy it now option. (**No auction-style listings are supported**, even if they have a Buy it now option.)

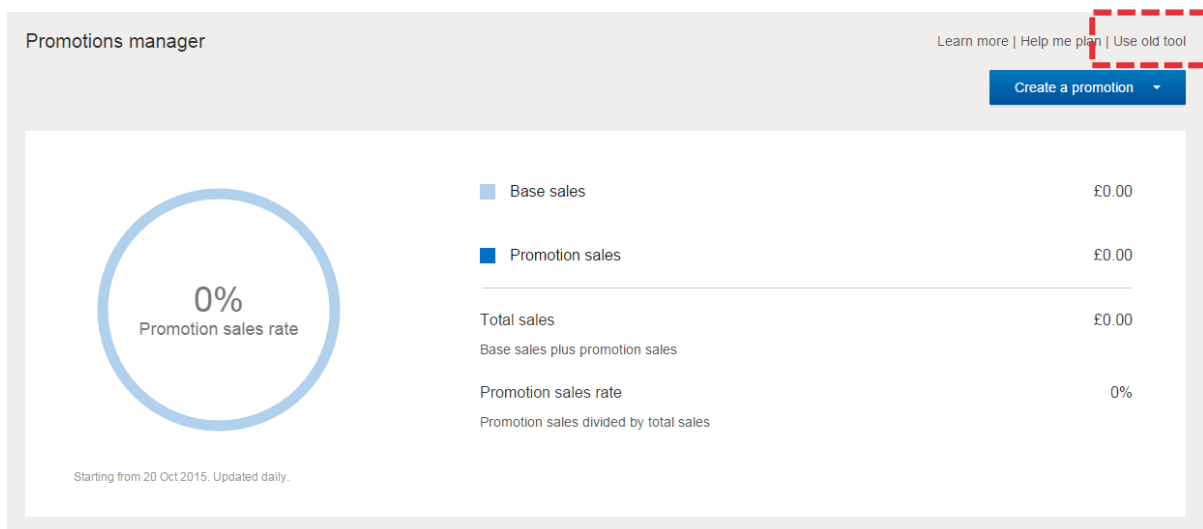
**Good to know:** To benefit from Order Size Offers, Codeless Coupon offers and Accessory Discount offers, customers need to add the items to their basket. If items are bought individually on different transactions, the discount won't be applied.

# Where to find Promotions Manager in My eBay



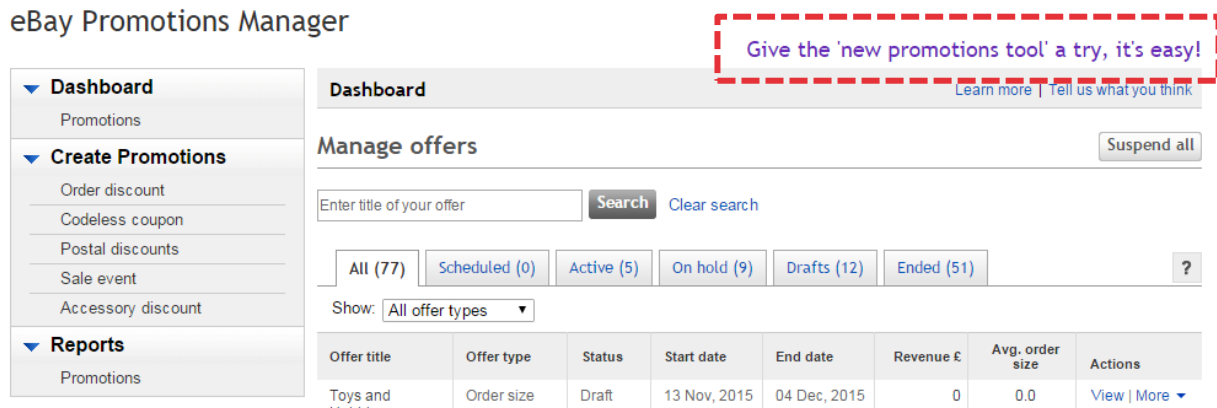
On 12 November 2015 an upgraded version of the Promotions Manager tool (v2.0) was launched. It makes setting up Order Discount offers easier. If you'd already used the tool before that date you'll continue to use v1.0 unless you choose to upgrade. If you're using Promotions Manager for the first time after that date, you'll automatically be shown v2.0. Both versions are shown in the User Manual.

How to switch from v2.0 to v1.0



How to switch from v1.0 to v2.0

## eBay Promotions Manager



**NOTE:** You can also reach this dashboard here:

<http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?SellerDiscountCampaignDashboard>

## 3. PROMOTIONS MANAGER TOOL

### Dashboard (v2.0)

Promotions manager

Learn more | Help me plan | Use old tool

Create a promotion

0%  
Promotion sales rate

Starting from 20 Oct 2015. Updated daily.

Base sales£0.00

Promotion sales£0.00

Total sales£0.00

Base sales plus promotion sales

Promotion sales rate0%

Promotion sales divided by total sales

All offersStatus - allSearch by promotion name

ActionDownload report

Action	Promotion name	Promotion type	Status	Date range	Promotion sales (£)	Promotion sales rate (%)	Average order size	Display priority
Action	Collectables, Art and Antiques - Minimum quantity	Extra 20% off when you buy 3+ Order discount	Draft	13 Nov, 2015 04 Dec, 2015	0	0	0	-

**Base sales** = sales from listings where a promotion was offered to buyers, but buyers didn't fulfil the conditions to activate the promotion, e.g. they didn't add enough items to the basket to qualify.

**Promotion sales** = sales from listings where a promotion was offered to buyers and they activated the promotion, i.e. they added enough items to the basket to qualify.

To manage an existing promotion, click **Edit** in the **Actions** drop-down menu next to the promotion.


You can edit all promotions fields, as long as their status is **Draft** or **Scheduled**.

Once you change the status of an offer to **Active** or **Paused**, you can only make the following changes:

- Change the name of the offer
- Change the Offer Types (aka subtitle)
- Modify the end date
- Add or remove selected inventory units (provided the offer is based on inventory units)

Select **Edit** to bring up details on an offer. From this page you can configure the offer or return to the dashboard.

# Dashboard (v1.0)

 Shop by category ▾ Search... All Categories ▾ Search Advanced

## eBay Promotions Manager

▼ Dashboard  
Promotions

▼ Create Promotions  
Order discount  
Codeless coupon  
Sale event  
Accessory discount

▼ Reports  
Promotions

**Seller tools**  
[Promote your listings](#)

Dashboard [Learn more](#) | [Tell us what you think](#)

### Manage offers [Suspend all](#)

Enter title of your offer   [Clear search](#)

All (1) [Scheduled \(0\)](#) [Active \(0\)](#) [On hold \(1\)](#) [Drafts \(0\)](#) [Ended \(0\)](#) ?


Show: [All offer types](#) ▾

Offer title	Offer type	Status	Start date	End date	Revenue €	Avg. order size	Actions
Test promotion	Order size	On hold	12 Jun, 2015	24 Jun, 2015	0	0.0	<a href="#">View</a>   <a href="#">More ▾</a>

Items per page: [25](#) | [50](#) | [100](#) | [200](#)

Note: Revenue and Average order size are refreshed every 4 hours.

[About eBay](#) | [Announcements](#) | [Buy Hub](#) | [Safety Centre](#) | [Partner Centre](#) | [VeRO: Protecting Intellectual Property](#) | [Policies](#) | [Feedback Forum](#) | [Site Map](#) | [Customer Support](#) | [eBay official time](#)

 **eBay Buyer Protection** Shop with confidence. [Learn more](#)  
Copyright © 1995-2014 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy.

To manage an existing promotion, click **More** in **Actions** and select from the drop-down menu.

You can edit all promotions fields, as long as their status is **Draft** or **Scheduled**.

Once you change the status of an offer to **Active** or **On hold**, you can only make the following changes:

- Change the name of the offer
- Modify the end date
- Add or remove selected inventory units (provided the offer is based on inventory units)

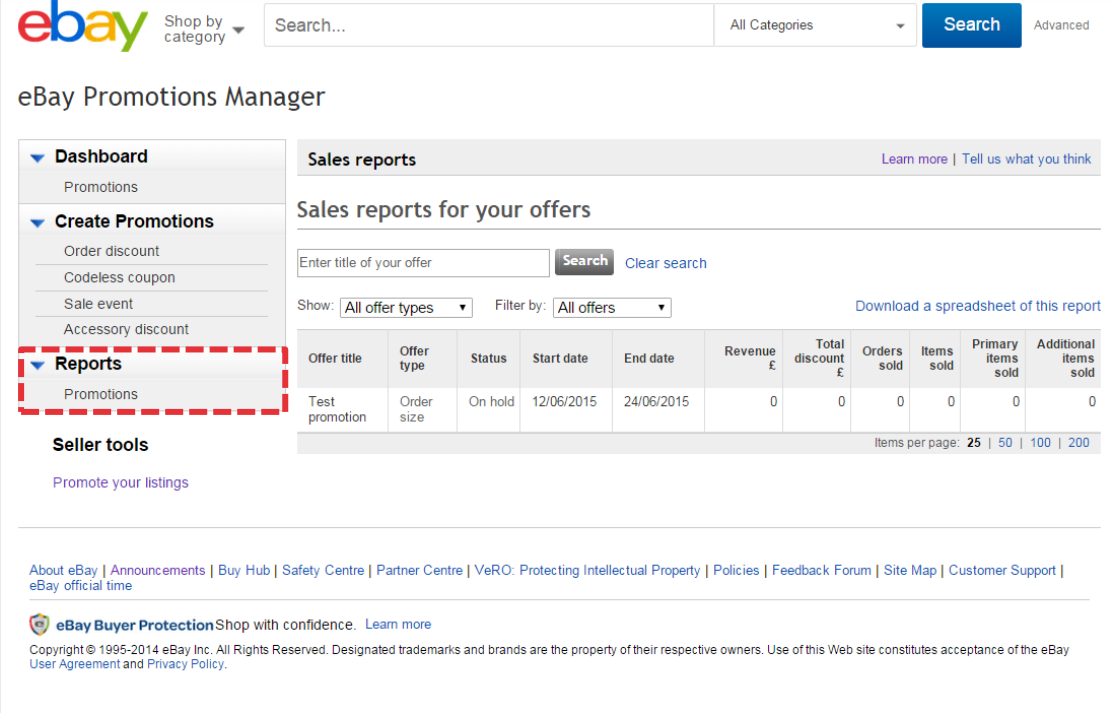
Select **View** to bring up details on an offer. From this page you can configure the offer or return to the dashboard.

## 4. PROMOTIONS MANAGER

### Sales reports for your offers How to track performance

In v2.0 sales are shown from the main dashboard.

To access reports in v1.0 please follow the instructions below.



The screenshot shows the eBay Promotions Manager interface. On the left sidebar, the 'Reports' section is highlighted with a red dashed box, and 'Promotions' is listed under it. The main content area is titled 'Sales reports for your offers'. It includes a search bar with the text 'Enter title of your offer', a 'Search' button, and a 'Clear search' link. Below the search bar, there are dropdown menus for 'Show: All offer types' and 'Filter by: All offers'. A link 'Download a spreadsheet of this report' is also present. The main table displays sales data for a 'Test promotion'.

Offer title	Offer type	Status	Start date	End date	Revenue £	Total discount £	Orders sold	Items sold	Primary items sold	Additional items sold
Test promotion	Order size	On hold	12/06/2015	24/06/2015	0	0	0	0	0	0

Items per page: 25 | 50 | 100 | 200

Footer text: About eBay | Announcements | Buy Hub | Safety Centre | Partner Centre | VeRO: Protecting Intellectual Property | Policies | Feedback Forum | Site Map | Customer Support | eBay official time  
eBay Buyer Protection Shop with confidence. Learn more  
Copyright © 1995-2014 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy.

To access report, select **Reports > Promotions** from the dashboard. You can:

- Use the search box to quickly find offers.
- Filter by offer type and status.
- Download a spreadsheet of the report.




## 5. CREATING PROMOTIONS


### Order size offers

#### Potential benefits:

- Sell more items per transaction
- Increase basket size
- Drive loyalty to your eBay Shop

 **EXTRA 10% OFF WHEN YOU BUY 2 OR MORE** [See all offers](#)

Save 10% buy 2 or more items in 1 transaction to qualify

 **BUY 2, GET 1 AT 50% OFF\*** [See all offers](#)

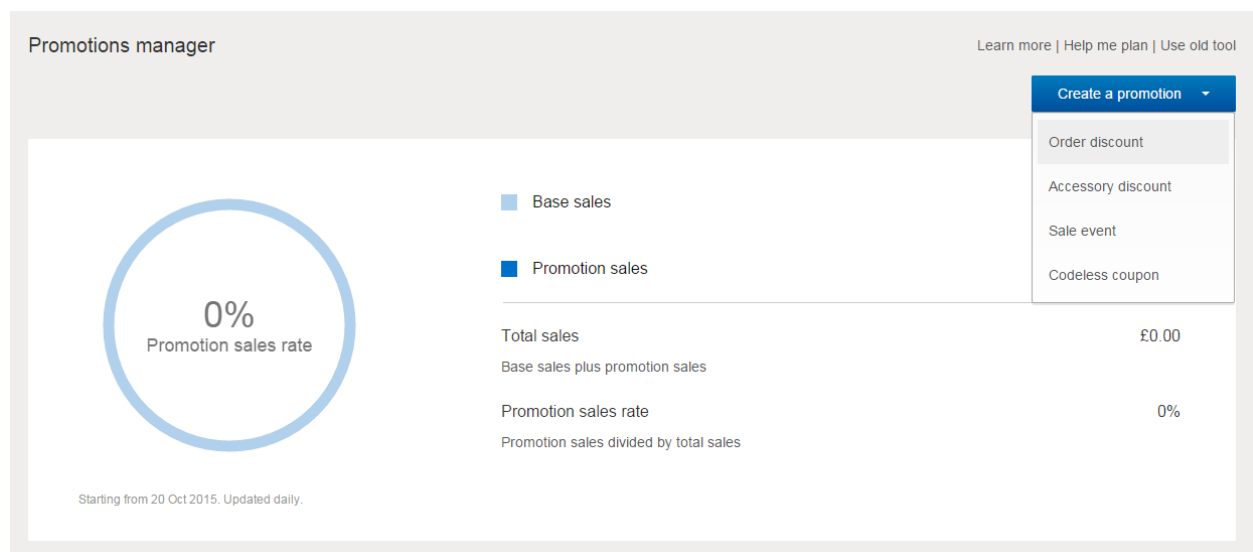
Buy 2 & Get 50% OFF the Third item.

\* Value of least expensive item will be discounted from the subtotal amount. Discount amount will be applied once per transaction.

#### Examples of order size offers:

- Save £15 when you spend £50
- Save 20% when you spend £100
- Save £20 when you buy 3
- Save 25% when you buy 4
- Buy 1, get 1 at 50% off (lowest price item)
- Buy 3, get 1 free (lowest price item).

# Order Discount Offers (v2.0)



Select **Order discount** from the drop-down menu.

The screenshot shows the 'Define objective' step (Step 1) of the Promotions Manager workflow. The progress bar at the top shows four steps: 1. Define objective, 2. Set offer details, 3. Select items, and 4. Review & launch. The main heading is 'What do you want to promote?'. Below it is a dropdown menu showing 'Electronics (Computers, Tablets, Cameras, TVs, Video, Audio, Mobile Phones)'. The next heading is 'What do you want to do?'. Below it are three cards representing different objectives:

- Introduce new items**: Just in! Let everyone know.
- Attract buyers at peak shopping times**: Holidays, seasons and other retail events.
- Move older items**: Stock getting stale? Make room for new stuff.

At the bottom right, there's a 'Skip this step' link and a blue 'Set offer details >' button.

Select a product category from the drop-down menu beneath **What do you want to promote?**

Choose an objective under **What do you want to do?**

Click **Set offer details**

Promotions Manager will then recommend offer types and discount levels for you on the following screens.



If you don't want to see recommended offers, you can **Skip this step** (see left of Set offer details)

## Select one of the recommended offers

You can adjust the offer conditions by using the drop-down menus for each offer. The drop-down menus only appear when you click on the circle to the left of your chosen offer type (see below).

1Define objective

2Set offer details

3Select items

4Review & launch

### Recommended offers

No minimum purchase

☒ Save £  when you buy 1 or more

☐ Extra 20% off

☐ Extra £ 10 off each item

Why are we recommending these?

High-tech gadgets can be high cost items and your customers know that. These sell best when there's a significant price drop. Ensure shoppers buy that high-cost item from you and not your competitors by creating a buzz with a discount event that targets the gadget lovers.

Show all offers

Select items >

1Define objective

2Set offer details

3Select items

4Review & launch

### Recommended offers

No minimum purchase

☐ Save £ 10 when you buy 1 or more

☒ Extra  % off

☐ Extra £ 10 off each item

Why are we recommending these?

High-tech gadgets can be high cost items and your customers know that. These sell best when there's a significant price drop. Ensure shoppers buy that high-cost item from you and not your competitors by creating a buzz with a discount event that targets the gadget lovers.

Show all offers

Select items >

You can select **Show all offers** to see other offer types.

## Decide how you want to add items to your offer

1

Define objective

2

Set offer details

3

Select items

4

Review & launch

### By selecting items

500 items max.

Choose items from your live inventory.  
You can add or remove them at any time.

Select items

I want to enter specific SKUs or item IDs (advanced)

### By creating rules

No item limit

Create rules with categories and filters.  
We automatically include new items that match your rules.

Create rules

### By selecting items (500 items max.)

You can select items by searching by item title, by category and by price range. If you choose to select by either eBay categories or your own Shop categories, your options will be shown in the drop-down menu. You'll only be shown those categories where have live listings.

Select items

Search by item title

CATEGORY

None selected

☒ eBay categories

☐ Shop categories

☐ All inventory

☐ Video Games & Consoles (3)

▼

☐ Home, Furniture & DIY (35)

▼

☐ Sound & Vision (11)

▼

☐ Sporting Goods (1)

▼

☐ Mobile Phones & Communication (1)

▼

☐ Computers/Tablets & Networking (8)

▼

☐ Clothes, Shoes & Accessories (34)

▼

☐ Health & Beauty (3)

▼

PRICE

Any

Price	Available	Sold	Views
£12.00	422	0	0
£4.99	594	0	0
£8.99	1173	0	0

ALOHA HAWAII MENS HAWAIIAN SHIRT HOLIDAY BEACH  
STAG LEISURE BEER SUMMER S M L XL  
170006454346  
MSKU

When you've added all your items, click **Confirm selection**. Check all the items you want to include in your offer are shown, then click **Save and review**.

PROMOTIONS MANAGER USER MANUAL

12

## By creating rules (No item limit)

When you create rules, you don't need to edit your offer each time you list something new. If the new listing meets the criteria set out in the rule, it'll automatically be added to the offer. For example, you could set up an offer which runs all-year round on Electronics.

1 Define objective      2 Set offer details      3 **Select items**      4 Review & launch

Create rules by category

CATEGORY  
None selected

Get started by selecting categories

Select the eBay category or Shop category. You can click the down arrow to expand the category into sub-categories to make your offer even more specific.

Create rules by category

CATEGORY  
4 selected

☒ eBay categories   ☐ Shop categories   ☐ All inventory

- ☐ Video Games & Consoles (3)
- ☐ Home, Furniture & DIY (35)
- ☐ Sound & Vision (11)
- ☐ Sporting Goods (1)
- ☐ Mobile Phones & Communication (1)
- ☒ Computers/Tablets & Networking (8)
  - ☒ Home Networking & Connectivity (1)
  - ☒ Laptops & Netbooks (4)
  - ☒ Tablet & eBook Accessories (1)
  - ☒ Tablets & eBook Readers (2)
- ☐ Clothes, Shoes & Accessories (34)
- ☐ Health & Beauty (3)

Price	Available
£121.00	93
£369.99	200

Now select a price range. You can leave this set to **Any** if you want the offer to apply to all your listings in this category, regardless of price. Alternatively, you can run the offer only on listings within a set price range. Click the pencil icon to edit the price range.

Tablets & eBook Readers (2)   Price: Any

OR

Tablets & eBook Readers (2)   £ 139.99 — £ 189.99

Click **Save and review**.

## Review your offer

You can edit the following fields: **Offer name**, **Offer type** (subtitle only), **Date range**, **Offer image**.

If you click on **Show retail calendar**, you'll be taken to a page showing the key retail events each year, e.g. January Sale, Easter weekend and Christmas, as well as tips for setting up offers.

When you've finished editing, click either **Preview** or **Launch**.

Offer name


Electronics - Minimum spend


Offer type

Save £10 when you spend £50+


on your products


Date range

Nov 16, 2015 

Start now 




—


Dec 07, 2015 

8:54am GMT 

Show retail calendar

Offer image





SAVE £10 WHEN YOU SPEND  
£50+

By launching, I agree to the eBay Promotions Manager's Terms and Conditions

Save for later

Preview

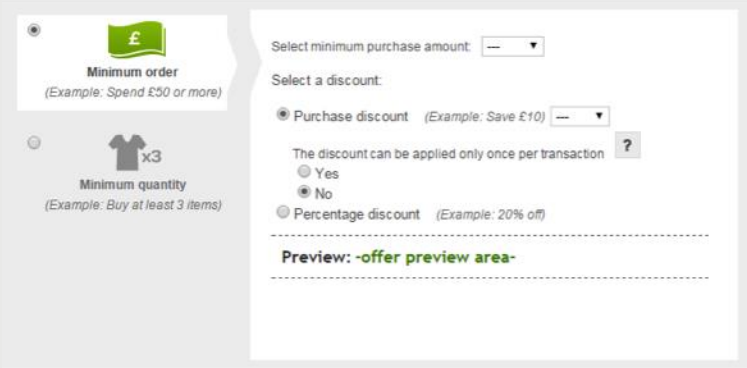
Launch

# Order Size Offers (v1.0) – minimum order or minimum quantity offers

## How to create the offer:

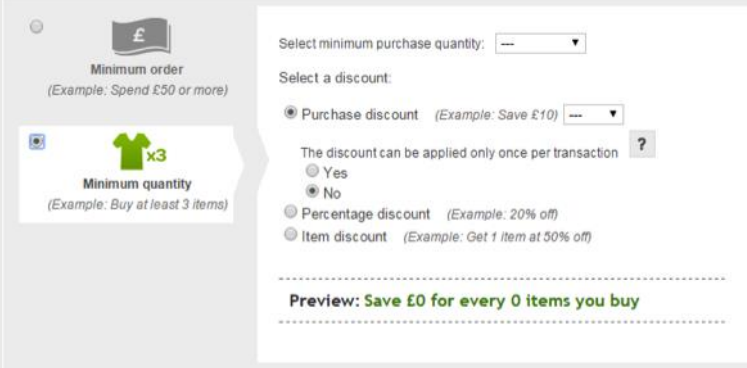
### Step 1: Set up offer conditions and discounts

- Select **Order Size Offer** from the left hand menu on the dashboard.
- Select **Minimum order** or **Minimum quantity**
- Follow one of the following two sets of instructions



### Minimum order

- Select a minimum purchase amount
- Choose a discount type: Purchase discount or Percentage discount
- Choose whether the discount can only be applied once per transaction



### Minimum quantity

- Select a minimum purchase quantity
- Choose a discount type: Purchase discount, Percentage discount or Item discount
- Choose whether the discount can only be applied once per transaction



**Tip:** Keep an eye on the green text in the Preview section. It gives you a preview of how your offer will be displayed to buyers.

## Step 2: Choose qualifying items for your offer

You can choose to **Restrict inventory by rules**; **Restrict inventory by SKU** or **Restrict inventory by item ID**.

- Select **Create inclusion rule** or **Create exclusion rule**.
- Select a category.
- Follow the instructions.



### Restrict inventory by rules

[Create inclusion rule](#) | [Create exclusion rule](#)

#### To complete an inclusion rule

#### To complete an inclusion rule

1. Select category

##### Create inclusion rule

- ☒ Whole Shop (All inventory)
- ☐ eBay category
- ☐ My Shop category

2. Apply filters (optional)

Filtered by:

Price range: from £  to £

Item condition: ☐ New ☐ Manufacturer refurbished ☐ Seller refurbished ☐ Used

3. Click

**Add inclusion rule**

#### To complete an exclusion rule

#### To complete an exclusion rule

1. Select category or specify selected SKUs

##### Create exclusion rule

- ☐ eBay category
- ☐ My Shop category
- ☐ Only selected listings/custom labels
- ☐ Only selected Item IDs

2. Click

**Add exclusion rule**



## Step 2: Choose qualifying items for your offer

Restrict inventory by Stock Keeping Units (SKUs)

- ☐ Restrict inventory by rules
- ☒ **Restrict inventory by Stock Keeping Units (SKUs)**

You can select up to 500 individual listings. SKUs or stock keeping units are your product identifiers for your listings and are also known on eBay as custom labels.

[Enter items](#) | [Select individual listings](#) ?

- ☐ Restrict inventory by item IDs

### To manually enter SKUs:

- Select **Enter items**
- Enter one SKU/custom label per line

[Add these listings](#)

Select

#### Enter items

Enter up to 500 products/custom labels to display your offer. Type 1 item per line.

0/500

### To select individual listings:

- Select **individual listings**
- Select category of choice

[View listings in this category](#)

- Select

[Add these listings](#)

- Select desired listings
- Click

#### Select listings for your offer

Select a category, then select individual listings.

Antiques >	Antique Clocks >	Bracket Clocks >	Pre-1900
Art >	Antique Furniture >	Cuckoo Clocks	Post-1900
Baby >	Antiquities >	Longcase/ Grandfather Clocks >	
Books, Comics & Magazines >	Architectural Antiques >	Mantel/ Carriage Clocks >	
Business, Office & Industrial >	Asian/ Oriental Antiques >	Wall Clocks >	
Cameras & Photography >	Carpets/ Rugs	Clock Parts	
Cars, Motorcycles & Vehicles >	Decorative Arts	Other Antique Clocks >	
Clothes, Shoes & Accessories >	Ethnographic Antiques >		
Coins >	Fabric/ Textiles >		
Collectables >	Manuscripts		
Computers/Tablets & Networking >	Maps >		
Crafts >	Marine/ Maritime		

#### Your selected category:

Antiques > Antique Clocks > Bracket Clocks

[View listings in this category](#)



**Note:** You can only select up to 500 individual SKUs per offer.

### Step 3: Describe the items that are eligible for the offer

Enter a brief description of what is eligible for the offer. If possible, this should include category and brands of the merchandise included in the offer, see examples below. To see how it's displayed to shoppers, see the green preview area as shown below. There is a 50-character limit.

Enter description:

Examples:

1. Brand & categories: On Michael Kors handbags & shoes

2. All brands - Coach, DKNY, Christian Dior & Chloe

3. Subset of brands - Top brands including Nike, Adidas & Puma

4. Categories - Consumer electronics & TVs

Preview

-offer preview area-

Marked down item price reflects all savings. Items provided by

## Step 4: Schedule your offer


Start immediately or set a future date


**Enter the following values:**

### Offer title

Offer titles help you track the offers you've created and are not visible to buyers.. Note these are restricted to a maximum length of 30 characters.

Enter offer title:  (Example: Summer sale)

Start date:   BST Or ☒ Start immediately

End date:   BST

### Start date

Either set your offer to start immediately or select a start date and time for your offer. Discounts will only be applied during this time period as long as the buyer has started the checkout process.

## End date

Select an end date and time when you want your offer to be deactivated. As the offer comes to an end, a countdown will be presented on the offer page to create a sense of urgency.

#### 4. Schedule your offer

Select a start date and end date for your offer. Discounts will only be applied during this time period as long as the buyer has started the checkout process. As the offer comes to an end, a countdown will be presented on the offer page to create a sense of urgency.

---

Enter offer title:  (Example: Summer sale)

Start date: 01/10/2015 @ 09:00 ☒ BST Or ☐ Start immediately

End date:

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Time 09:00

Hour

Minute

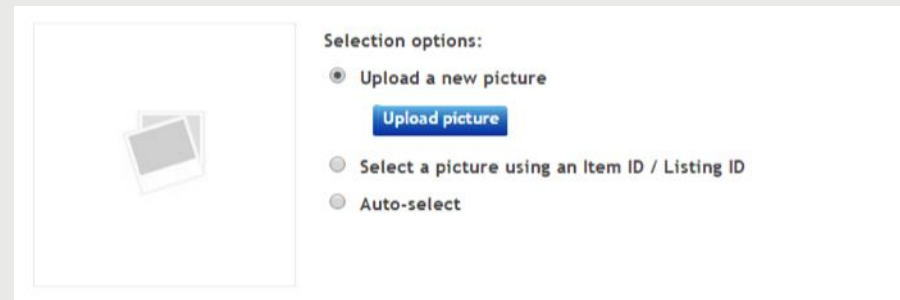


**Note:** Times shown are either GMT or BST depending on the time of year. Bear this in mind when scheduling promotions months in advance.

## Step 5: Add a picture to improve promotion of your offer

Choose a photo to represent the offer on the All Offers Page

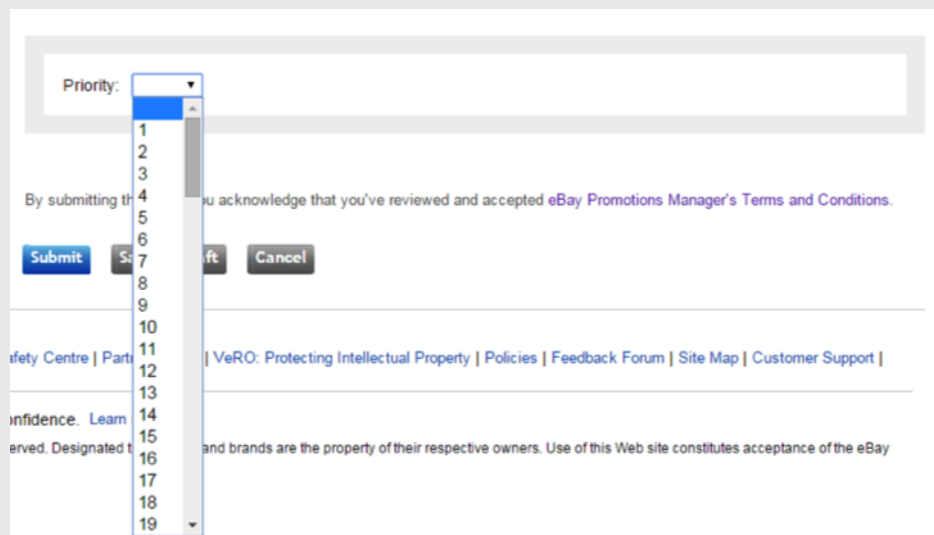
Please upload a picture that best characterises the inventory available for this offer. The picture should be of high quality and have a transparent or white background. You can also use the primary item picture from any of your live items by entering the item ID. If you can't enter an item ID or upload a high quality picture, we'll automatically select an image from your selected inventory if you choose the Auto-select option.



## Step 6: Offer priority

If you have multiple offers, offers are displayed on the page based on priority. Select a priority for this offer.

Offers with a priority of 1 will be shown first.



## Step 7 Submit or Save as a Draft

Activate your offer by selecting **Submit**, or pick **Save as draft** if you're not yet ready.

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Promotions Manager's Terms and Conditions](#).

**Submit**

**Save as draft**

**Cancel**

**Note:** Offers in **Draft** status will not be live on eBay or visible to buyers on the scheduled start date. You must first edit the offer with the final revisions you want and **submit** it to change the status to **Scheduled** on the dashboard.



**Tip:** Once you've completed your offer, you can clone it via the dashboard. To do this, go to the **Actions** column, click on **More** and select **Copy offer** from the drop-down menu.

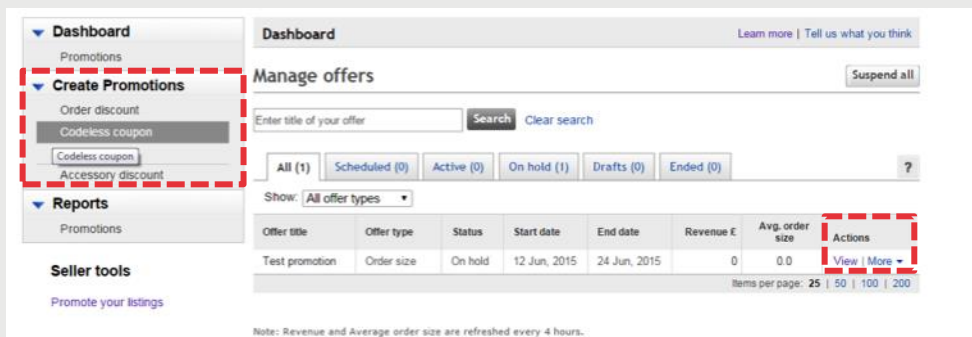
# Codeless Coupons

A codeless coupon is the same as an Order Size Offer. Its URL is hidden which lets you target the offer to a specific customer segment that you choose.

## How to create a codeless coupon offer:

### Step 1:

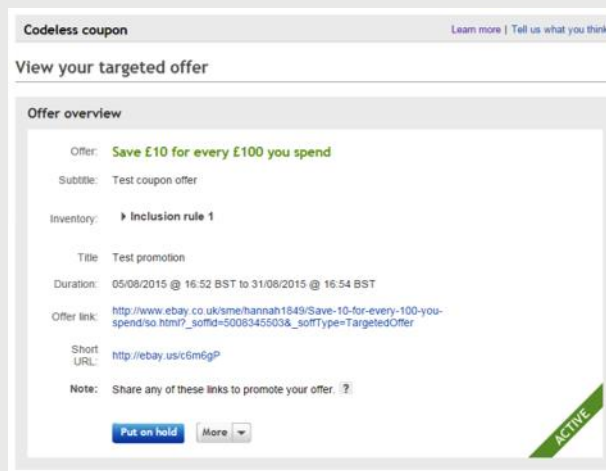
Select **Codeless Coupon** from the dashboard to create your offer in the same way as for order size offers



The screenshot shows the eBay Promotions Manager dashboard. On the left, the 'Create Promotions' menu is expanded, and 'Codeless coupon' is selected. The main area displays the 'Manage offers' section. A table lists offers, with the 'Test promotion' offer highlighted. The 'Actions' column for this offer is expanded, showing 'View' and 'More' options. A red dashed box highlights the 'Codeless coupon' option in the sidebar and the 'Actions' column in the table.

### Step 2

Once you've created your offer, go to the **Actions** column (right-hand side) and select **View**.



The screenshot shows the 'Codeless coupon' offer overview page. It displays the offer details for a 'Test coupon offer'. The offer text is 'Save £10 for every £100 you spend'. The subtitle is 'Test coupon offer'. The inventory is 'Inclusion rule 1'. The title is 'Test promotion'. The duration is '05/08/2015 @ 16:52 BST to 31/08/2015 @ 16:54 BST'. The offer link is 'http://www.ebay.co.uk/sme/hannah1849/Save-10-for-every-100-you-spend/so.html?\_soid=5006345503&\_soidType=TargetedOffer'. The short URL is 'http://ebay.us/c6m6gP'. There is a note to share the links to promote the offer. At the bottom, there are buttons for 'Put on hold' and 'More', and a green 'ACTIVE' badge in the bottom right corner.

### Step 3

Use the short URL to promote your offer.



## Tips for creating successful coupon offers

- Include links on Facebook, Twitter, your website, leaflets, packing slips etc. so your customers can use the offer and share it with their friends and family. If you use email marketing, you can use the link to drive traffic to the promotion in your eBay Shop.
- Consider your average order size and average order value on eBay when setting a threshold for your discount.
- If you re-price your inventory frequently, avoid offering money off – offer a percentage off or free products instead to help maintain your margins.
- Make sure a money off discount does not exceed the price of the least expensive item in the promotion (unless you intend to give items away for free as part of your promotion).

# Sale Event

If you've created sales using Markdown Manager or if you're using the AddItem family of service calls to enable special pricing, you can improve merchandising of those items by promoting a group of them as part of a sale event.

Items you select for this event that also have a special sales price will automatically appear on the sale page. Each item will also have links enabled on key shopping pages to drive shoppers to this sale page.



## SAVE UP TO 75%\* [See all eligible items](#)

on Women's Watches

Marked down item price reflects all savings. Items provided by [thewatchery](#)

Current item



Bulova Watch 96L132 Women's Silver Dial Stainless Steel

List price: ~~\$225.99~~  
Now: **\$69.00**



Fossil Watch ES2949 Women's Stella Brown Dial Brown Aluminum

List price: ~~\$135.00~~  
Now: **\$52.99**



Invicta Watch 1827 Women's Russian Diver Mechanical White Polyurethane

List price: ~~\$995.00~~  
Now: **\$69.99**



Fossil Watch CH2746 Women's Stella Brown Dial

List price: ~~\$135.99~~  
Now: **\$52.99**

[See more items](#)

\* Savings are reflected in item price. Prices are subject to change without notice, while supplies last.  
Offer conditions: [Learn about pricing](#)

# Sale Event

## How to create a Sale Event:

Select **Sale event** from the dashboard to create your offer

The screenshot shows the Promotions Manager dashboard. On the left sidebar, the 'Create Promotions' menu is expanded, and 'Sale event' is highlighted. The main area shows the 'Manage offers' section with a search bar and filters. A table lists existing offers, and a note at the bottom states: 'Note: Revenue and Average order size are refreshed every 4 hours.'

Offer title	Offer type	Status	Start date	End date	Revenue £	Avg. order size	Actions
Test promotion	Targeted offer	On hold	05 Aug, 2015	31 Aug, 2015	0	0.0	<a href="#">View</a>   <a href="#">More</a>
Test promotion	Order size	On hold	12 Jun, 2015	24 Jun, 2015	0	0.0	<a href="#">View</a>   <a href="#">More</a>

### Step 1: Select sale percentage

Set maximum percentage of up to 80%

Set the maximum discount percentage off amount. This number lets the buyer know the maximum possible discount they can get when they purchase an item from this Sale page. Items aren't automatically discounted by this amount. Items need to be discounted via the Markdown Manager tool or by applying special price treatments using the AddItem family of service calls.

It's important for you to make sure there are enough items with this sale percentage off amount to meet your legal obligations.

The form shows the 'Set sale percentage' section with a dropdown set to 50%. Below it is a 'Title preview' section showing the text 'SALE - SAVE UP TO 50%' in a large, bold font. A note below the preview states: '(Sale items have an end date. All items will display the actual price after the end date.)'

### Recommended Reading:

[UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing \(CAP Code\)](#)

Steps 2 - 7: These are very similar to the steps for setting up Order Size Offers

## 2. Choose qualifying items for your sale

☒ Restrict inventory by rules  
[Create inclusion rule](#) | [Create exclusion rule](#)

☐ Restrict inventory by Stock Keeping Units (SKUs)

☐ Restrict inventory by item IDs

## 3. Describe the items on sale

Enter description:

Examples:  
1. Brand & categories: On Michael Kors handbags & shoes  
2. All brands - Coach, DKNY, Christian Dior & Chloe  
3. Subset of brands - Top brands including Nike, Adidas & Puma  
4. Categories - Consumer electronics & TVs

**Preview**


---


**SALE - SAVE UP TO 50%**

Marked down item price reflects all savings. Items provided by


## 4. Schedule your sale event

Enter offer title:  (Example: Summer sale)

Start date:   BST Or ☒ Start immediately

End date:   BST

## 5. Add a picture to improve promotion of your offer



Selection options:

☒ Upload a new picture  
☐ Select a picture using an Item ID / Listing ID  
☐ Auto-select

## 6. Offer priority

Priority:



# Accessory Discount

Link related items (such as accessories) to primary items. Encourage purchase of related items by offering a discount when purchased with the primary item.

## Example offers:

- Buy a camera, get 10% off select accessories
- Buy a TV, get £25 off a Blu-ray Disc player
- Buy ink cartridges with your printer at no extra P&P cost

## How to create an Accessory Discount offer.

Select **Accessory Discount** from the dashboard to create your offer.

The screenshot shows the Promotions Manager Dashboard. On the left sidebar, under 'Create Promotions', the 'Accessory discount' option is highlighted. The main content area is titled 'Manage offers' and includes a search bar, filter buttons (All (2), Scheduled (0), Active (0), On hold (2), Drafts (0), Ended (0)), and a table of offers. A tooltip points to the 'Accessory discount' option in the sidebar.

Offer title	Offer type	Status	Start date	End date	Revenue £	Avg. order size	Actions
Test promotion	Targeted offer	On hold	05 Aug. 2015	31 Aug. 2015	0	0.0	<a href="#">View</a>   <a href="#">More</a>
Test promotion	Order size	On hold	12 Jun. 2015	24 Jun. 2015	0	0.0	<a href="#">View</a>   <a href="#">More</a>

## Step 1: Download the template

The screenshot shows the 'Accessory discount' setup page. It includes a sidebar with 'Accessory discount' selected. The main content area provides instructions on how to create the offer, lists example offers, and includes a section for uploading new related item offers in bulk. A red dashed box highlights the 'Download (.csv) template' link in the upload instructions.

**Example offers:**

- Buy a camera, get 10% off select accessories
- Buy a TV, get £25 off a Blu-ray Disc player
- Buy ink cartridges with your printer at no extra P&P cost

**Upload new related item offers in bulk** ([Step by step instructions](#))

Create multiple offers quickly by uploading a formatted spreadsheet (CSV file). Follow these simple steps:

1. Download the template ([Download \(.csv\) template](#))
2. Fill it out
3. Update the form with common values that will apply to all offers
4. Re-upload it

You can upload a maximum of 5,000 offers per submission and you can have a maximum of 10,000 offers that are scheduled, active or on hold. If you need more than 10,000 offers, please contact your account manager.

**Start date:**  BST

**End date:**  BST

**Discount calculation:** ☒ Cost weighted ☐ Discount related only ?

**Upload file:**  No file chosen

By submitting this form, you acknowledge that you've reviewed and accepted [Promotions Manager Terms and Conditions](#).

## Step 2: Fill it out

	A	B	C	D	E	F	G
	Primary SKUs [also called Custom Labels. Separate each item using a comma.]	Related item [also called Custom Label. Enter only one item per line.]	Discount type [Enter Amount=Amount off, Percentage=Percentage off]	Discount value	Currency code [Enter GBP]	Discount quantity limit [Enter whole numbers. Applicable for each item selected for purchase.]	Offer description [optional, max 50 char.]
2	Primary_SKU1	SKU110	Percentage	5			1
3		SKU111	Amount	1.23 GBP			1
4	Bundle 1	SKU120	Percentage	5			1
5		SKU121	Amount	1.23 GBP			1
6		SKU122	Percentage	5			4
7		SKU130	Percentage	5			4
8							
9	Primary_SKU2,Primary_SKU5,Primary_SKU6	SKU210	Percentage	5			1
10		SKU211	Amount	1.23 GBP			1
11		SKU212	Percentage	5			1
12	Bundle 2: multiple primary items separated by a comma, with no space between. This can be tricky if the SKU is all numeric.	SKU213	Amount	1.23 GBP			10
13		SKU220	Percentage	5			1
14		SKU221	Amount	1.23 GBP			10
15		SKU222	Percentage	5			1
16							
17	MSKU4_Parent,MSKU7_Parent,	MSKU510_Parent	Percentage	10			1
18		MSKU520_Parent	Percentage	20			1
19							
20	Bundle 3: MSKU offer - requires parent SKU / custom label for each item only, do not include the child variation SKU as it will not be recognised.						
21							
22							
23							
24							

You can upload a maximum of 5,000 offers per submission and you can have a maximum of 10,000 offers that are scheduled, active or on hold. If you need more than 10,000 offers, please contact your account manager.

### Important:

- Save as a CSV file. Saving as a Microsoft Excel file will result in a failure message.
- SKUs cannot have \* in the label. This will cause an error.

## Glossary – Column headings

**Primary Items** – Enter the SKUs (or Custom Labels) of the primary items of the offer. Separate each SKU using a comma. This allows you to link the same set of related items to multiple primary SKUs.

**Related Item** – These are the SKU numbers for the related items. List one SKU in each row to be associated with a primary item

**Discount type** – Specify whether the discount is a percentage or money amount off the price of a related SKU. Enter **Percentage** for percentage off or **Amount** for money amount off.

**Discount value** – Specify the percentage off or the money amount off the price of the related item. Discounts offered will be applied to the buyer's order subtotal.

**Currency code** – Specify the currency in which you sell on eBay. For UK sellers, this will generally be GBP. You only need to include this for **Amount** discounts.

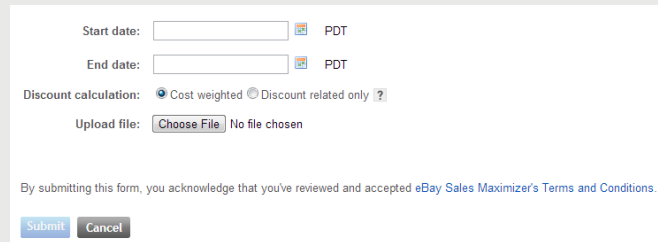
**Discount quantity limit** – Specify the quantity of each related item that the discount may be applied to per buyer, per transaction.

**Offer Descriptions [optional]** – Define an internal offer title to help you easily identify offers. This title will appear in the Promotions Manager dashboard and will not be visible to buyers.

### Step 3: Set the start and end dates

**Start date** – Date you want the offer to become active and visible to buyers.

**End date** – Date the offer will expire.



Start date:  PDT

End date:  PDT

Discount calculation: ☒ Cost weighted ☐ Discount related only ?

Upload file:  No file chosen

By submitting this form, you acknowledge that you've reviewed and accepted [eBay Sales Maximizer's Terms and Conditions](#).

### Step 4: Choose how you want the discount to be calculated.

Your options are **Cost weighted** or **Discount related only**.

**Discount calculation:** ☒ Cost weighted ☐ Discount related only ?

**Cost weighted** – discounts are summed together as an order discount and then applied on a cost weighted basis across both the primary and all related items purchased.

**Discount related only** – discount to be applied as is on the related item only.

### Step 5: Upload file

Upload file:  No file chosen

Step 6: Select  to activate offer

**Tip:** See the Common Errors section in the Appendix for common errors and possible solutions.

**Note:** You can keep track of the items you've already uploaded by downloading a spreadsheet of your existing related items offers. This will help prevent you from uploading duplicate items at a later time.

# Promotions Engage And Convert Your Traffic

Shoppers love a deal and it shows, with increased sales and customer loyalty. Take time to create compelling offers that will engage your buyers



## Follow these steps for success with Promotions Manager

1. Use Order Discounts to engage as many categories as possible
2. Then, ensure any devices with accessories are covered with a related item offer (Accessory Discount offer)
3. Use Codeless Coupons to target specific buyers via Facebook, Twitter and email marketing
4. Finally, use Sale Events together with Markdown Manager to enhance the merchandising of your sales

## Examples of top-performing promotions

- 10% off Shop-wide
- 40% off when you buy 2
- Friends and family get 30% off popular items
- Save 15% when you spend £100
- Buy 1 pair of heels, get 1 free
- 20% off selected golf clubs

## Recommended offers by category

Category	Best promo types	 Weaker offers	 Compelling offers	Helpful conversion hints
<b>Electronics</b>	1. Order size offer/ Accessory discount 2. Codeless Coupon	<ul style="list-style-type: none"> <li>Buy 2 laptops, save £5</li> <li>Buy 3 iPads, save 5%</li> </ul>	<ul style="list-style-type: none"> <li>Extra 10% off on £30+</li> <li>50% off Apple case w/purchase of iPhone</li> <li>15% off weekend sale</li> </ul>	<ul style="list-style-type: none"> <li>Complete the purchase (e.g. cameras need memory cards, games consoles need controllers)</li> <li>For items with low Average Selling Price (ASP) use an order size offer; for those with higher ASP use accessory discount; for exclusive offers use Codeless Coupon</li> </ul>
<b>Fashion, Home &amp; Garden, and Sporting Goods</b>	1. Order size offer 2. Codeless Coupon 3. Accessory discount	<ul style="list-style-type: none"> <li>Buy 3 items, save 5%</li> <li>Save £5 when you buy 3 power juicers</li> </ul>	<ul style="list-style-type: none"> <li>Buy 1, get 1 50% off</li> <li>Spend £50, save £10</li> <li>Save £10 on £100+</li> <li>Extra 40% off 4+ items</li> <li>Extra 15% off golf clubs</li> </ul>	<ul style="list-style-type: none"> <li>Encourage buyers to spend 25%-50% more than ASP (e.g. £50-£75)</li> <li>Merchandise based on multi-need projects or hobbies               <ul style="list-style-type: none"> <li>Spring gardening tools</li> <li>Remodelling a bathroom</li> <li>Football kit and socks</li> </ul> </li> </ul>
<b>Collectables &amp; Art</b>	1. Order size offers 2. Codeless Coupon	<ul style="list-style-type: none"> <li>Spend £1,000 save £25</li> </ul>	<ul style="list-style-type: none"> <li>Spend £100, save 10%</li> </ul>	<ul style="list-style-type: none"> <li>Collectables: shipping offers; lower ASP = spend promo; higher ASP = buy 1, get X% off</li> <li>Coins: use minimum quantity offers and contact eBay about volume pricing</li> </ul>
<b>Parts and Accessories</b>	1. Order size offer 2. Accessory discount 3. Codeless Coupon	<ul style="list-style-type: none"> <li>Buy 3 items, save 5%</li> <li>Buy 4 tyres, save 5% on tyre cleaner</li> </ul>	<ul style="list-style-type: none"> <li>Spend £25, save 5%</li> <li>10% off storewide</li> <li>Buy 3 tires, get 1 free</li> <li>Buy 1 oxygen sensor, get 1 50% off</li> </ul>	<ul style="list-style-type: none"> <li>Don't use broad promos (e.g. mixing car and motorcycle parts)</li> <li>Merchandise around specific tasks (e.g. all parts needed for timing belt repair)</li> </ul>

# APPENDICES

## Appendix 1: Before Getting Started

You should use SKU numbers when you only want to include selected items. The item number is your specific product identifier and is labelled within the listing as **Custom Label** in the item page. If you don't currently use this field, you can add or edit it in Selling Manager, Selling Manager Pro, Turbo Lister, the bulk edit and revise tool in My eBay, File Exchange and through the API. To learn more about these eBay selling tools, visit <http://sellercentre.ebay.co.uk/business-seller/tools>

### Current limitations

- Offers can only be configured for fixed price listings or multi-variation listings (such as a shirt that comes in multiple colours and sizes) available on eBay.com or eBay.co.uk.
- All listings included in an offer must offer PayPal as one of the payment options.
- Listings which use the "see price at checkout" feature are currently not supported by eBay Promotions Manager.

The primary item in a related items offer can carry a postage cost. However, all related items must offer free postage as one of the domestic postage options. The related items listings can charge a fee for international postage. Make sure you offer the same class of service on the primary item as the related item's service that has free postage to consolidate bundled purchases into one order, so you can post the order in one box and reduce your postage costs.

For example, if a buyer purchases a camera that offers standard postage for £5 and additional related items that offer standard postage for free, when the buyer completes the purchase all items will be consolidated into a single order with a total postage cost of £5 for standard postage.

## Appendix 2: Best practice

- Utilise all of the promotion types that make sense based on your eBay customers and your inventory.
- Limit the use of the same listings for a number of different promotions to prevent possible buyer confusion when one type of discount is presented in the beginning of the purchase, and another during checkout.
- Consider seasonal promotions that match the time of year or upcoming holidays; these are typically well received by buyers. Try to mirror the retail calendar you have created for your website or retail store.

### Accessory Discount offers:

- Primary item should:
  - Be priced competitively.
  - Be popular/frequently viewed (stale moving inventory should not be used).
  - Have multiple (at least 3) related items or accessories associated with it (e.g. if the primary item is a smartphone, offer deals with customers also buy a protective case, in-car charger and/or a set of headphones)
- Related items should:
  - Be relevant to the buyer – only promote items that would typically be marketed together e.g. Shoes and handbags.
  - Not be stale inventory.
  - Be discounted to motivate buyers.

### Order Size Offers and Sale Events:

- Merchandise inventory according to buyer behaviour (what items are likely to appeal to the same buyer)
- Include an appropriate number of items (enough inventory to interest buyers without overwhelming them)

#### Sale Events

- Mix of seasonal/time-bound offers and offers that are ongoing.
- For ongoing offers, restrict by category to allow for auto-updates to offer inventory.

#### Order Size Offers

- Set spend threshold between 100% and 125% of Average Order Value.
- Set order size threshold to 1 or 2 items above Average Order Size.
- Consider average postage cost/margins to determine what level of discount you are able to support.

## Appendix 3: Important things to note

### Discounts

- Only one order discount is applied per item – the best possible discount for the buyer will be applied in the Basket or at Checkout.
- If you use Markdown Manager, the discounts you configure for **accessory discount offers** and **order size offers** will be on top of the marked down prices.
- The discount given as a part of your offer is calculated based on the total regular price of all eligible items prior to any other discounts, postage costs, VAT and other fees. For a free item with purchase offer, the undiscounted price of the lowest-priced item(s) will be applied as a discount against the entire order.
- Buyers are not able to purchase your related items alone at the discounted price you offer as part of the related items offer. They must purchase the primary item together with one or more related items in order to get the discounted price.
- The discount given as a part of your offer will be applied to the entire order and distributed on a cost-weighted basis to each qualifying item purchased in the order.

#### Example : Get 50% off a camera bag with the purchase of a camera

##### Normal undiscounted prices in the order:

Camera:	£900
Bag:	£100
Undiscounted subtotal:	£1,000

*Total discount:* £50 (50% off £100)

*Equivalent order discount in percentage terms:* 5% (£50 off £1,000)

##### 5% discount applied to items in the order:

Camera: £900 minus 5%	= £855
Bag: £100 minus 5%	= £95

### Listings

- Participation in promotions on eBay will not directly give you an advantage in your listings' search results rank. However, if an offer results in more sales, the listing will move up in rank in Best Match over time as these sales are taken into account in the Best Match algorithm.
- Promotions Manager offers shown on View Item pages will not be double-counted towards your listing page views or impressions. As your sales increase from your offers, your page view or impression to sales ratio will also improve.
- If you list products on other international eBay sites, you will have to configure offers and the listings on those sites separately. . If you have a listing on eBay.co.uk or eBay.com that offers worldwide postage, buyers will only see your configured offers if they browse the respective eBay site on which a listing is listed even though your listing is also surfaced on eBay international sites.
  - UK: <http://cgi1.ebay.co.uk/ws/eBayISAPI.dll?ConfiguratorAccept>
  - US: <http://cgi1.ebay.com/ws/eBayISAPI.dll?ConfiguratorAccept>



## Offers

- You can attach the same group of related items to 500 primary SKUs at a time using the web form, Microsoft Excel bulk upload or the API. This means that each of the 500 primary SKUs will display the same set of related items. Research shows that showing relevant accessories and related items is essential to sales, so use this feature only when you genuinely have related items.
- In order to enhance the relevance of offer merchandise displayed on the View Item page, eBay Promotions Manager will use an algorithm based on item relevance, to determine the order in which your configured items are displayed.

## Refunds

If the buyer exercises his right to cancel his order and return one or more of the items in a Special Offer, the seller shall refund the buyer at least the weighted discounted value of the item being returned. For items purchased as part of a Special Offer, the returns policy specified in each individual listing will apply to the return of each respective item. If a seller's return policy for an item permits returns, the item price that the seller reimburses the buyer must at a minimum be the cost-weighted discounted price of the returned item as displayed in My eBay.

For example, a buyer purchases a TV for £900 and adds a £100 Blu-ray Disc player to his order to get a £50 discount as a part of a related items offer; a £45 discount was applied to the TV and a £5 discount was applied to the Blu-ray Disc player. If the buyer returns the TV and keeps the Blu-ray Disc player, they would be due a refund £855 (£900 minus £45).

## Rounding

If a buyer qualifies for an order size discount on the purchase of a single item in multiple quantities, the amount of the discount applied may be rounded up or down by the maximum of one (1) penny per item (£0.01) depending on the original price of the item and the amount or percentage of discount offered as part of the promotion. Examples:

### Example 1: Buyer purchases 25 shirts (£9.99 each) which qualifies for a 10% discount

$£249.75 = 25 \text{ shirts} \times £9.99$   
 $£24.97 = 10\% \text{ off } £249.75$

*Discount per shirt:*  
 $£0.9988 = £24.97 / 25$

*Total discounted amount (rounded down):*  
 $£224.78 = £249.75 (£9.99 \times 25 \text{ shirts}) - £24.97 (£0.9988 \times 25)$

*Total discounted amount (rounded up):*  
 $£224.75 = £249.75 (£9.99 \times 25 \text{ shirts}) - £25.00 (£1.00 \times 25)$

### Example 2: Buyer purchases 100 pens (£0.99 each) which qualifies for a 25% discount

$£99.00 = 100 \text{ pens} \times £0.99$   
 $£24.75 = 25\% \text{ off } £99.00$

*Discount per pen:*  
 $£0.2475 = £24.75 / 100$

*Total discounted amount (rounded down):*  
 $£74.25 = £99.00 (£0.99 \times 100 \text{ pens}) - £24.75 (£0.2475 \times 100)$

*Total discounted amount (rounded up):*  
 $£74.00 = £99.00 (£0.99 \times 100 \text{ pens}) - £25.00 (£0.25 \times 100)$

## Appendix 4: Promotion Logic

For items which qualify for multiple offers, they are promoted to a buyer on the Search Results, View Item and Basket pages in the following order:

### **Offer display priority logic on View item page:**

- Targeted Offers
  - Time ending soonest
- Order size/discount offers
  - Time ending soonest
- Related item offers (primary SKUs) only
- Sale Events
  - Time ending soonest
- Postage offers

### **Offer display priority logic on Search results**

- Order size/discount offers
  - Time ending soonest
- Sale Events
  - Time ending soonest
- Postage offers
- Offer display priority logic on Basket (un-met offers only):
- Targeted Offers
  - Time ending soonest
- Order size/discount offers
  - Time ending soonest
- Postage offers
- Sale Events
  - Time ending soonest

### **Basket (checkout)**

- Determine which set of items drives the biggest discount in the basket (order size offers and accessory discount offers are not stackable, so only one discount can be applied to an item).
- Apply the offer on the items that drive the largest discount then rerun the logic for the remaining items that have not been applied against any discounts.
- Postage offers are stackable so will apply in parallel.

## Appendix 5: Computation Algorithms & Application Discounts

- Discounts will be applied to each item purchased as part of a cross-promotional offer on a cost-weighted basis, prior to the addition of postage and handling costs and any applicable taxes, and will be invoiced to buyers within the **Order details** page accordingly. For example:
  - The discount for a Related Items Offer of £50 off the purchase of a camera lens (a related item regularly priced at £100) when purchased with a camera (a primary item priced individually at £900) would be applied and invoiced as follows:
    - o Camera's cost-weighted discount:  $\text{£}50 \times (\text{£}900 / (\text{£}900 + \text{£}100)) = \text{£}45$ . The camera's discount price would be  $\text{£}900 - \text{£}45$ , or  $\text{£}855$ .
    - o Camera lens's cost-weighted discount:  $\text{£}50 \times (\text{£}100 / (\text{£}900 + \text{£}100)) = \text{£}5$ . The camera accessory's discounted price would be  $\text{£}100 - \text{£}5$ , or  $\text{£}95$ .
- The discount for an Order Size Offer of "Save £25 when you spend £100 or more" on the purchase of a jacket (otherwise priced individually at £50), a shirt (otherwise priced individually at £30) and a tie (otherwise priced individually at £20) would be applied and invoiced as follows:
  - Jacket's cost-weighted discount:  $\text{£}25 \times (\text{£}50 / (\text{£}50 + \text{£}30 + \text{£}20)) = \text{£}12.50$ . The jacket's discounted price would be  $\text{£}50 - \text{£}12.50$ , or  $\text{£}37.50$ .
  - Shirt's cost-weighted discount:  $\text{£}25 \times (\text{£}30 / (\text{£}50 + \text{£}30 + \text{£}20)) = \text{£}7.50$ . The shirt's discounted price would be  $\text{£}30 - \text{£}7.50$ , or  $\text{£}22.50$ .
  - Tie's cost weighted discount:  $\text{£}25 \times (\text{£}20 / (\text{£}50 + \text{£}30 + \text{£}20)) = \text{£}5$ . The tie's discounted price would be  $\text{£}20 - \text{£}5$ , or  $\text{£}15$ .
  - The algorithm for money off amount Order Size Offer is:  $\text{£}25$  (Discount amount) times (x)  $\text{£}50$  (original price) divided by (/)  $\text{£}50 + \text{£}30 + \text{£}20$  (All items in offer added together).
- The discount for an Order Size Offer of "Get 1 free when you buy 4 or more" on the purchase of four video games (otherwise priced individually at £20 each) would be applied and invoiced as follows:
  - Cost-weighted discount for each video game:  $\text{£}20 \times (\text{£}20 / (\text{£}20 + \text{£}20 + \text{£}20 + \text{£}20)) = \text{£}5$ . Each game's discounted price would be  $\text{£}20 - \text{£}5$ , or  $\text{£}15$ .
  - The algorithm for Buy X, Get X free, when all items are the same amount:  $\text{£}20$  (Discount amount) times (x)  $\text{£}20$  (Lowest amount item) divided by (/)  $(\text{£}20 + \text{£}20 + \text{£}20 + \text{£}20)$  (All items in offer).
  - In this example, the total discount to the buyer would be  $\text{£}20$ , which equates to the individual undiscounted price of one of the games. However, where the items in this type of Order Size Offer vary in price, the total discount to the buyer would be the undiscounted individual price of the least expensive item in the offer, which would be distributed on a cost-weighted basis to each of the items purchased by the buyer as part of the offer.

## Appendix 6: Common Errors

Here are some common errors encountered when uploading Microsoft Excel files and possible solutions:

### Eligible Inventory

- **Strike-Through Pricing (STP) or Markdown Manager** pricing treatment is required for all sale events.
- **Minimum Advertised Price (MAP)** pricing excludes items from promotional offers.

### Minimums/Maximums

- **Sale Events/Order Size Offers:** The maximum number of SKUs in an order size offer or sale event is 500. Remove the extra SKUs to resolve the error.
- **Related Item Offers:** You may upload no more than 5,000 related items offers in one spreadsheet.
- **Related SKUs:** The maximum number of related SKUs in a related items offer is 100.
- **Primary SKUs:** You can list up to 10,000 primary SKU offers.
- **Special characters** such as \* & @ \$ # ~ should not be used in the custom item field.
- **Offers:** You are permitted to have 10,000 of each type of offer (order size and related items) on an account. If you encounter errors from exceeding this limit, please try to delete any ended offers.

### Duplicates

- Related SKUs in a related items offer cannot be identical to the primary item in the same offer.
- You may not create multiple related items offers with the same primary item.

### Miscellaneous

- Make sure the item price of the related SKUs is more than the discount amount. For example, you cannot apply a £7 discount to a £5 item.
- If you modify your listings on eBay to meet the minimum requirements for an eBay Promotions Manager offer (such as adding a SKU or custom label to a listing or changing a related item to offer free shipping), it could take up to 4 hours for the modified listing to show up on the Item page as a part of an offer.

## Appendix 7: Frequently Asked Questions

- **Can I run more than one offer at a time?**

Yes. If the same listing is included in more than one offer of the **same** type, you can prioritise which offer the customer sees. When items are included in Sale Event offers, the Order Size Offers and/or Accessory Discount offers will always take priority to help you increase your basket size. The buyer will always get the best offer possible in the basket and sees only one offer per item.

- **Can I change the order of priority if an item is available as part of two offers?**

No. The tool automatically selects the offer to be shown according to the promotions logic (see Appendix 4). The buyer will always get the best offer possible in the basket and sees only one offer per item.

- **How do I exclude items from an offer?**

There are a few ways to exclude items. You can do it on an item by item basis or by eBay category or seller Shop category. Read more on page 10 - **Choose qualifying items for your offer**. You will need to select **Create exclusion rule**.

- **Is there a way I can configure the event to surface inventory in the order I prefer?**

There is currently no way to manually change the order in which items are surfaced as this is based on sales over impressions, so the best performers get the prime placements.

- Large inventory sets: If your offer applies to a whole eBay Shop offer or maps to multiple categories, Promotions Manager fetches the other items in the offer for the same category and then displays the item based on popularity (impressions divided by sales).
- Small inventory sets: If the number of eligible items is less than 500, Promotions Manager grabs all of the eligible items and displays them based on popularity, i.e. sales divided by impressions.
- We recommend that sellers group offers into logical inventory clusters that buyers would tend to shop for as a whole.